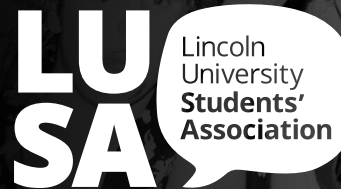


LINCOLN UNIVERSITY
STUDENTS ASSOCIATION

2022 MEDIA RATES



THE
UPBEATS

THE
UPBEATS

KINGS

(Design TBC)



The 2022 Wall Planner

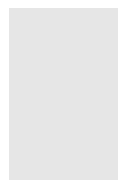
1250 Free Copies, A1

Our wall planner is one of the most successful tools for advertising, with one being found on the wall of most student flats.

Every year we give away hundreds of wall planners to students, most of these are snapped up during O'Week with the remainder available to returning students throughout the year.

Our single sided wall planner allows your advert to be the centre of attention for the entire year.

Wall Planner Pricing and Specifications



Advert:
\$500

- 75mm(W) x 120mm(H)
- Full year exposure

Artwork Specs:

- CMYK, 300dpi
- File type: PDF
- Artwork to be digitally provided and placement ready
- Send files to media@lusa.org.nz
- We offer an in-house design service at \$40ph

Booking Deadline:
October 22nd 2021

Artwork Due Date:
November 12th 2021

Distribution Date:
February 1st 2022

**LU
SA**

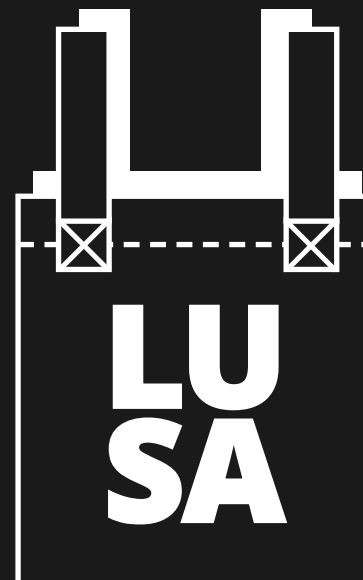
The Welcome Back Pack

1000 Free Goody Bags

We appreciate that coming back to Uni, or starting for the first time, after summer can be a bit rough and a bit stressful.

The welcome packs are an ideal space to promote your business or product, especially freebies. The packs are highly anticipated by both new and returning students and word travels quickly about the contents!

O'Week Welcome Pack Pricing



Brochure Insert:
\$300*

- Provide your printed promotional flyer to LUSA

**This cost may be waived if you supply a product sample in each pack as we all know students love a freebie!*

Product Sample:
FREE

- Supply a product sample for each pack to LUSA



Set Up A Stall At Our Clubs Market

A Great Way To Market Your Business With Giveaways Or Deals

The first week of Uni is an exciting time but it can be a little daunting. LUSA's job is to help make the transition as enjoyable and stress-free as possible.

The Clubs Market is held during O'Week and Re-O'Week and is a great opportunity to connect with students face-to-face and promote your product or service. It's a festive day where our clubs and other external businesses set up stalls and most of our students come and check out what they can get their hands on.

Clubs Market Stall Pricing

O'Week Stall:

- Monday 21 February 2022
- One day placement: **\$600**
- Placement at O'Week and Re O'Week: **\$1000**

Re O'Week Stall:

- Monday 18 July 2022
- One day placement: **\$600**

We can provide you with tables, chairs and powered sites upon request.

You will need to provide your own marque/flags etc, if desired.

- Free for not-for-profits/charities
- Discounts available for local/small businesses—ask us!

Product Promotions

3000 LU Students, Aged 18–25 Years

We give organisations the opportunity to come on campus and interact with the students directly.

We offer you a space in a high traffic area for three or more hours to bring your brand closer to the students.

Tips:

Classes traditionally run from 9am till 4.30pm. We recommend the best times to be on campus are between 10am–2pm as people are about around lunchtimes. We can provide you with tables, chairs and powered sites upon request. You will need to provide your own marque/flags etc, if desired.

Promotion Pricing

Half Day: \$300

- 3mx3m space
- Three hours

Full Day: \$400

- 3mx3m space
- Six hours

If you are planning a large scale activation or want to be on campus longer, please contact us for a quote.

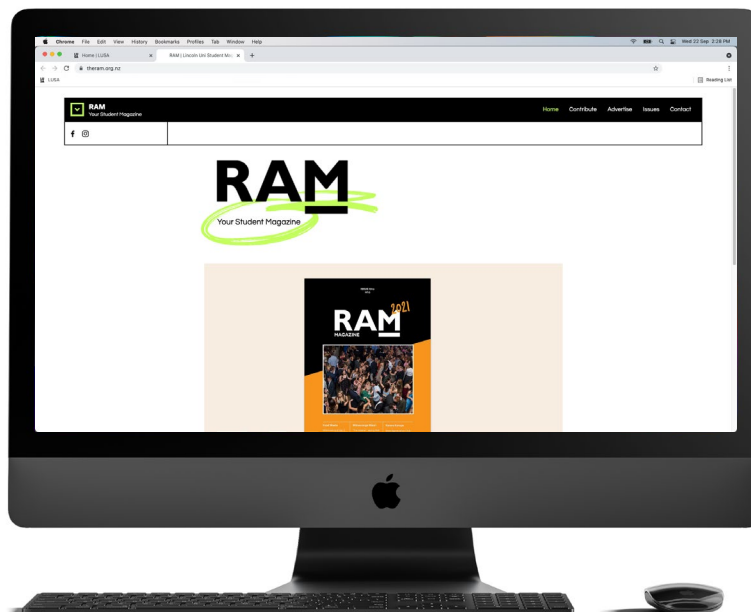
RAM

The Students' Mag

Lincoln University has over 3000 students, many of which are avid fans of the RAM. There are 8 issues per year.

RAM is read online by an ever-expanding audience. It has its very own website that makes it convenient to read whenever, wherever.

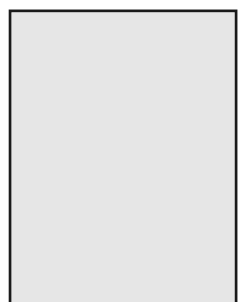
RAM is the perfect way to advertise to a large student group and beyond. We can work with you to promote your business through media collaborations, sponsorship or advertising.



Bulk Buying Discounts

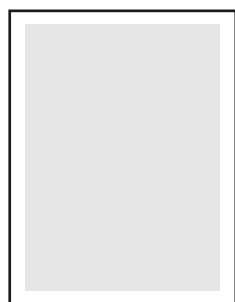
- Place 3 consecutive ads & receive a **15% discount**
- Place 5 consecutive ads & receive a **25% discount**
- Place 8 consecutive ads & receive a **35% discount**

RAM Pricing and Specifications



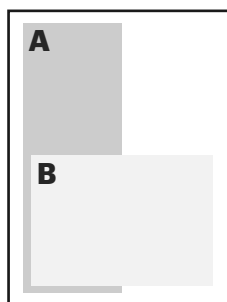
**Inside Front Cover
(Second Page):
\$500**

- 200mm(W) x 270mm(H)
- Please include 5mm bleed



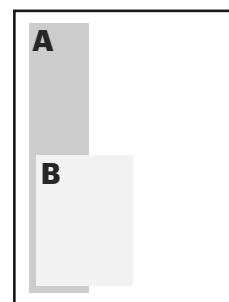
**Full Page:
\$400**

- 200mm(W) x 270mm(H)
- Please include 5mm bleed



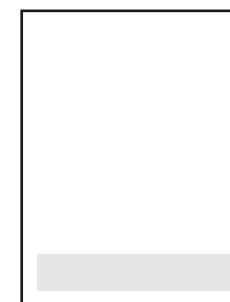
**Half Page:
\$240**

- A: 95mm(W) x 270mm(H)
- B: 200mm(W) x 135mm(H)



**Quarter Page:
\$170**

- A: 50mm(W) x 270mm(H)
- B: 95mm(W) x 135mm(H)



**Banner:
\$120**

- 200mm(W) x 55mm(H)

Artwork Specs:

- RGB, 300dpi
- File type: PDF
- Content must be provided 'placement ready' in form
- Send files to comms@lusa.org.nz
- RAM offers an in-house design service at \$40 per hour

Digital Advertising

LUSA Website / Social Media / Newsletters / Digital Screens

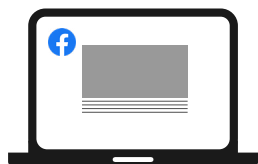
Facebook and Instagram continue to be a great source of communication. With over 6000 Facebook followers (and growing), it has evolved to become one of our most powerful advertising tools.

We can work with you to promote your business and gain the interest of students. If you want further information about this, or other ways we can promote your business through social media, please email comms@lusa.org.nz



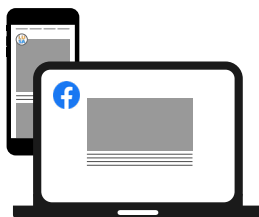
Post an advert and connect with over 5000 active and engaged students on our Facebook page.

Social Advertising Packages



Package One: \$180

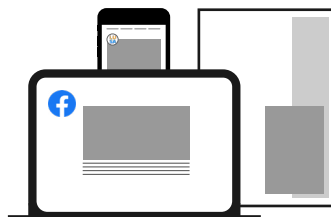
- Facebook post for one week (inc. @tags)



Package Two: \$250

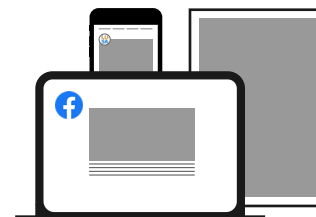
- Facebook post for one week
 - Website Post
- Instagram Post (inc. @tags & hashtags)

Deluxe Packages



Package Three: \$350

- RAM 1/4 page
- Facebook post for one week
 - Instagram Post
 - Screen Advert



Package Four: \$570

- RAM full page
- Facebook post for one week
 - Instagram Post
 - Screen Advert
 - Newsletter Advert

Digital Specs:

Social Media (Facebook/Instagram):

- Provide caption, 50 words max
- Link to your Facebook/website page
- @tags & hashtags if applicable
- 1000px X 1000px (WxH)
- JPG/PNG

Screen Advert:

- 1080px X 1920px (WxH)
- JPG/PNG

Newsletter Advert:

- 1920px X 1080px (WxH)
- JPG/PNG, file must be under 2MB

- Send design files to comms@lusa.org.nz

Add Ons:

- Boost your Facebook advert for \$50
- Screen advert for one week (\$120) or one month (\$200)
- Put an advert in our quarterly newsletter for \$290

Poster

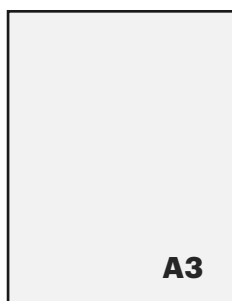
We have six notice boards in high traffic areas including public spaces like, Mrs O's Cafe & Bar, Grounded Student Cafe, Rec Centre and Lecture Theatres.

These notice boards can each allow for one A3 poster to be displayed.

Whether your are advertising an event, a product, or simply wanting to create strong brand awareness, we can position your business to be in the forefront of students' minds.



Poster Specifications and Pricing



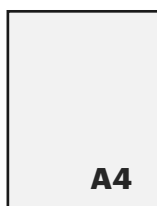
A3 Postering \$190*

*This price excludes printing costs

- Posters are up for two weeks
- Posters are hung first thing Monday

A3 Poster Printing \$10 per poster

- High quality durable paper



A4 Postering \$120*

*This price excludes printing costs

- Posters are up for two weeks
- Posters are hung first thing Monday

A4 Poster Printing \$6 per poster

- High quality durable paper

If you have a large scale poster you want around campus, please contact us for a quote and to arrange appropriate placement.

Lincoln University Students' Association 2022 Rate Card

For all inquiries please contact:
E: comms@lusa.org.nz
Ph: 03 423 0098

The 2022 Lineup!

O'WEEK FEBRUARY 16TH-25TH

Despite the name, this is more than just a week long affair. O'Week has events for everyone, not just the newbies. Each year LUSA aims to make the welcome to the academic year bigger than ever, because why not kick it off with a bang?

GRAD BALL MAY

A night for graduates to celebrate their achievements and farewell Lincoln Uni with their friends.

STUDY BREAK JUNE & OCTOBER

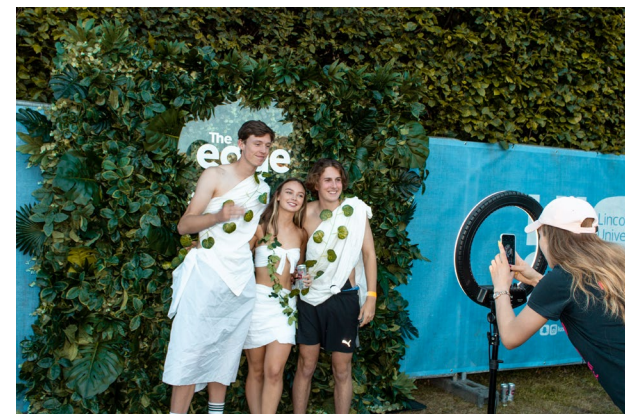
An initiative that helps students get through their exams and reduces stress by providing a range of different free and fun activities.

RE'OWEEK JULY 18TH-22ND

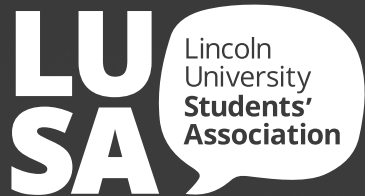
Like O'Week but on a smaller scale, featuring a range of day and night activities and events, not only held on campus but also around the greater Canterbury area.

GARDEN PARTY OCTOBER 21ST

The end of lectures are celebrated with the biggest event of the year! With over 3500 students in attendance, the day consists of live music, food and festival vibes. We've stepped up our game, and while we still support local acts, we are now bringing international artists to the stage.



If you are interested in being a key sponsor or getting involved for any of these events, please contact:
events@lusa.org.nz or call **03 423 0165**



Contact Us

LUSA Comms: Julia Wills

Phone: 03 423 0098

Email: comms@lusa.org.nz

LUSA: Forbes Building,
Lincoln University

lusa.org.nz



[lusa.nz](https://www.instagram.com/lusa.nz)



[studentsatlincoln](https://www.facebook.com/studentsatlincoln)

